



PROTECT YOUR VOTE OHIO

Revision #: 0 Date: 10/31/2012

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 3186
Media: TV Description: PROTECT YOUR VOTE OHIO NOV 1-NOV 6
Product: ISSUE 2 Flight Start Date: 11/1/12 5:00:00 AM
Market: Cincinnati Flight End Date: 11/6/12 4:59:00 AM

69450

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total Spots
WKRC-TV												
12	MTuWThF 6:30a-7:00a GD MRN CINN@6	EM	\$1,200.00	\$1,020.00	30	1	1	0	0	1	0	3
13	Sa 6:00a-7:00a LOCAL12NW-SA 6	WK	\$800.00	\$680.00	30	0	0	1	0	0	0	1
14	Sa 8:00a-9:00a SAT ER SHW-CBS	WK	\$1,100.00	\$935.00	30	0	0	1	0	0	0	1
15	Su 9:00a-9:30a SUNDAY MRN-CBS	WK	\$2,800.00	\$2,380.00	30	0	0	0	1	0	0	1
16	Su 9:30a-10:00a SUNDAY MRN-CBS	WK	\$2,800.00	\$2,380.00	30	0	0	0	1	0	0	1
17	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$2,000.00	\$1,700.00	30	1	1	0	0	1	0	3
18	Sa 6:00p-6:30p NEWS	EN	\$1,000.00	\$850.00	30	0	0	1	0	0	0	1
19	Su 6:30p-7:00p NEWS	EN	\$1,200.00	\$1,020.00	30	0	0	0	1	0	0	1
20	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	1	1	0	0	1	1	4
21	Sa 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	0	0	1	0	0	0	1
22	Su 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	0	0	0	1	0	0	1

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WKRC-TV												
					Total Spots:	3	3	4	4	3	1	18
			Total Cost:	\$36,100.00	\$30,685.00							
			Total									
		NOV 12	\$36,100.00	\$30,685.00								

Signature: _____

Disclaimer:



Summary by Station/System

10/31/2012

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Media: TV **Description:** PROTECT YOUR VOTE OHIO NOV 1-NOV 6
Product: ISSUE 2 **Flight Start Date:** 11/1/12 5:00:00 AM
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Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	18	\$36,100.00	100%	\$30,685.00	100%
Market Total:	18	\$36,100.00		\$30,685.00	

Dienger, Whitney

From: Jacobs, Sarah
Sent: Wednesday, October 31, 2012 3:46 PM
To: Dienger, Whitney
Subject: FW: LN on Election Night for Issue 2??

From: Jacobs, Sarah
Sent: Wednesday, October 31, 2012 3:46 PM
To: 'Whitney Eversole'
Subject: RE: LN on Election Night for Issue 2??

Ok
Moving to Sat/Sun.
Thanks
SAJ

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Wednesday, October 31, 2012 3:45 PM
To: Jacobs, Sarah
Subject: Re: LN on Election Night for Issue 2??

Thbaks

Sent from my iPhone

On Oct 31, 2012, at 3:44 PM, "Jacobs, Sarah" <SJacobs@local12.com> wrote:

Did you really mean to order a spot in LN on Election night?
I can move to weekend...
Let me know

Sarah Jacobs
Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

10/31/2012

ORDER

LOCAL 2

Orders	Order / Rev:	69450
	Alt Order #:	
	Product Desc:	Issue 2
	Estimate:	3186
	Flight Dates:	11/01/12 - 11/05/12
	Original Date / Rev:	10/31/12 / 10/31/12
	Order Type:	GENERAL

Primary AE:	LSM LSM
Sales Office:	CVG
Sales Region:	Local

Agency	Name:
	Buying Contact:
	Billing Contact:
	7669 Stagers Loop
	Delaware, OH 43015

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Protect Your Vote Ohio
	Demographic:	HH
	Product Codes:	Issues/Propositions
	Priority:	P-1
	Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru:	
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	18	\$36,100.00	\$30,685.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$36,100.00
Market	100%	\$90,250.00

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	60%	\$54,150.00
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	11/01/12	11/05/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	1--11--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
				6a Good Morn Cincinnati		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---11--	2	\$1,200.00	0.00								
		Week: 11/05/12	11/11/12	1-----	1	\$1,200.00	0.00								
N 2	WKRC	11/03/12	11/03/12	6a-8a Local 12 News SaCM		6:00 AM-7:00 AM	-----1-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
				6a-8a Local 12 News Sat		(6:00 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$800.00	0.00								
N 3	WKRC	11/03/12	11/03/12	CBS This Morning SaturCM		8:00 AM-9:00 AM	-----1-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
				Saturday Early Show		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----1-	1	\$1,100.00	0.00								

